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Project officials succeed in 'growing CFC'

By Kevin Downey, USARPAC Public Affairs

FORT SHAFTER, Hawaii -- Project officials from the Hawaii Pacific Area Combined Federal Campaign held their annual recognition luncheon Dec. 14 at the Hale Koa Resort Hotel in Waikiki.

The luncheon was the last official event of the Army-led campaign before responsibility transfers to Pacific Air Forces.

The ceremony paid tribute to outstanding donors and participants in this year's campaign, which was chaired by U.S. Army, Pacific commander Lt. Gen. John M. Brown III and directed by Maj Gen. William H. Brandenburg, U.S. Army, Pacific's deputy commanding general.

Highlights of this year's campaign center on officials not only stemming a five-year decline in participation throughout the region, but increasing participation by a projected 5% from last year.

Officials said the key to last year's success was Hurricane Katrina, which motivated donors to participate in the CFC with a record-setting total of \$6.1 million.

This year, challenges included a dramatic increase in the price of oil, which directly impacted donors' ability to give fully, and the deployment of almost 18% of the donor population. Last year the donor population was approximately 72,500 and this year was reduced to approximately 60,500.

Campaign workers managed to increase participation despite 12,000 fewer troops and potential donors due to deployment to Iraq and Afghanistan.

"The deployment had close to a million dollar impact upon the campaign," CFC project officer Col. Michael A. Eyre said. "All other things being equal with last year's campaign, we should have raised \$5.2 million to match the 2005 final. The fact that \$5.92+ million was raised translates to a 14% increase over the enormously successful 2005 campaign.

Eyre said the increase is attributed to the generosity of donors in the Hawaii Pacific Area as well as the hard work of the campaign workers.

“Our goal was to grow CFC,” Eyre said. “The campaign had experienced about an 8% decline in participation since 2001. This year, we’re currently at roughly 52 percent. Preliminary numbers suggest we’ll be at 53% when we’re through with the auditing process. This is a tremendous achievement because that demonstrates we have reversed a five-year downward spiral. I believe we are the only CFC program that has achieved such a remarkable turnaround.”

The mission of the CFC is to promote and support philanthropy through a program that is employee focused, cost-efficient, and effective in providing all federal employees the opportunity to improve the quality of life for all.

As the world's largest and most successful annual workplace giving campaign, each year, more than 300 CFC campaigns throughout the country and internationally help to raise millions of dollars. Pledges made by Federal civilian, postal and military donors during the campaign season (September 1st to December 15th) support eligible non-profit organizations that provide health and human service benefits throughout the world.